

CITY OF HAYWARD

AGENDA REPORT

AGENDA DATE 05/13/03

AGENDA ITEM _____

WORK SESSION ITEM WS2

TO: Mayor and City Council

FROM: Director of Finance and Internal Services

SUBJECT: Review of Community Promotions Program

RECOMMENDATION:

It is recommended that the City Council review and comment on the following report regarding the City's Community Promotion Program.

BACKGROUND:

The Community Promotion Program provides grant funding for events and activities that benefit Hayward residents. For the fiscal year-ending 2003-04 sixteen organizations submitted an application. Of that number thirteen were previously funded applications and three were new applications. All application met the eligibility criteria established by the Council.

At the Mid-Year Budget review, the Council concurred with staff's proposal to maintain the same level of funding in 2003-04, as was the case in 2002-03, \$180,000. This level of funding is sufficient to fund each returning organization at its 2002-03 level. By funding existing organizations at the current level, this leaves \$5,000 to fund new requests or increase allocation to previously funded organizations.

As most organizations are known to Council, staff did not include with this report the detail applications submitted by each organization. However, all the original applications are available for review and a copy is on file with the City Clerk.

Program Funding Recommendations:

\$217,059 is the total amount requested for the 2003-04 fiscal year. Of that amount, requests for additional funding from previously funded organizations totaled \$6,850 and funding for new request totaled \$35,000.

Staff is recommending that the allocation for previously funded organization remain at the 2002-03 funding level.

Staff reviewed the application submitted by the Hayward Zucchini festival. Based on this review staff is not recommending funding because the Hayward Zucchini festival are showing revenue in excess of expenditures in the amount of \$10,900 absent the City's contribution. While funding may enhance the program, it is not needed to maintain the program's successful history.

The Hayward Shakespeare at the Plaza requested funding in the amount of \$10,000. In fiscal year 2001-02 the City provided funding in the amount of \$6,000. No funding was received in fiscal year 2002-03. The total cost of the program for fiscal year 2003-04 is \$12,940. Staff discussed with the Director the ramifications of limiting the City's contribution to \$5,000. The Director indicated that the cost of the production had increased and that the performance fee alone would cost \$6,000. The Director also indicated that the quality of the production would suffer if funding were reduced. While the funding would be appreciated, the Director would need to raise an additional \$5,000 to cover all its expenses.

By contrast, the Hayward LGBTI pride celebration requested funding in the amount of \$5,000. The total cost of the program is \$10,000. The additional, \$5,000 would be raised by donations, sponsors, and booth sales. The City could support this effort without making additional demands of the organization to ensure its success.

Based on the comments above, staff is commending that the Council award the \$5,000 to the Hayward LGBTI pride celebration program for the fiscal year 2003-04.

The following eleven organizations requested funding at the same level as approved in the 2001-03 budget:

1. **Admission Day Celebration** – Alameda County Admission Day Celebration Committee, \$200
2. **Cinco de Mayo Celebration** - La Alianza de Hayward, \$4,000
3. **Dr. Martin Luther King, Jr. Birthday Celebration Committee**, \$2,000
4. **Fourth of July** - South Hayward Lions Club, \$8,250
5. **Hayward Concert Series** - Hayward Municipal Band, \$18,509
6. **Hayward-Russell City Blues Festival** - Bay Area Blues Society, \$40,000
7. **Hayward Volunteer Recognition and Awards Dinner** - Volunteer Recognition & Awards
8. **Dinner Steering Committee**, \$2,000
9. **Memorial Day Service** - Allied Veterans Memorial Day, \$800
10. **Music Program** - The Youth Orchestras of Southern of Alameda County, \$7,500
11. **Signature Concert Series** - Pacific Chamber Symphony, \$13,000

Exhibit A lists the sixteen applicants; thirteen previously funded in 2002-03, along with three new applicants. Exhibit A incorporates the amounts previously approved for returning applications and all current applicant requests.

Exhibit B is a summary of the information submitted with the application.

CONCLUSION:

Representatives of each of the organizations requesting Community Promotions Program funds will be notified of the time and location of the May work session. Additionally, they will be notified of the public hearing, scheduled for Tuesday, May 20, 2003.

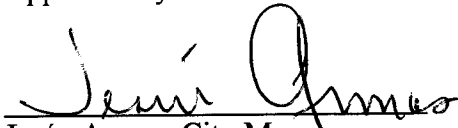
Prepared by:


Denise Blohm, Budget Administrator

Recommended by:


Diane Lewis, Director of Finance & Internal Services

Approved by:


Jesús Armas, City Manager

Attachments: Exhibit A - (2003-2004 Community Promotions Submissions)
Exhibit B - (Community Promotions Program Descriptions)

2003-2004 Community Promotion Submissions

			2001-02	2002-03	2003-04
Program Name		Sponsor	Approved	Approved	Request
1	Admission Day Celebration	Alameda County Admission Day Celebration Committee	\$200	\$200	\$200
2	Art Education and Exhibition Facility	Hayward Forum of the Arts / Sun Gallery	\$47,750	\$47,750	\$50,000
3	Arts Promotion	Hayward Arts Council	\$25,392	\$30,400	\$35,000
4	Cinco de Mayo / Mexican Independence Program	La Alianza de Hayward	\$4,000	\$4,000	\$4,000
5	Dr. Martin Luther King, Jr. Birthday Celebration	Dr. Martin Luther King, Jr. Birthday Celebration Committee	\$2,000	\$2,000	\$2,000
6	Fourth of July Celebration	South Hayward Lions Club	\$8,250	\$8,250	\$8,250
7	Hayward Concert Series	Hayward Municipal Band	\$18,509	\$18,509	\$18,509
8	Hayward LGBTI Pride Celebration	Lighthouse Community Center	N/A	N/A	\$5,000
9	Hayward-Russell City Blues Festival	Bay Area Blues Society	\$40,000	\$40,000	\$40,000
10	Hayward Shakespeare at the Plaza	Hayward Shakespeare at the Plaza	\$6,000	\$0	\$10,000
11	Hayward Volunteer Recog and Awards Dinner	Volunteer Recognition & Awards Dinner Steering Committee	\$2,000	\$2,000	\$2,000
12	Hayward Zucchini Festival	Hayward Zucchini Festival	N/A	N/A	\$20,000
13	Memorial Day Service	Allied Veterans Memorial Day	\$800	\$800	\$800
14	Music Program	The Youth Orchestras of Southern of Alameda County	\$5,500	\$7,500	\$7,500
15	Signature Concert Series	Pacific Chamber Symphony (formerly Classical Philharmonic)	\$8,000	\$13,000	\$13,000
16	Veteran's Day Observance	Veteran's Day Committee	\$300	\$300	\$800
17	Music Program	Music Academy	\$5,000	\$5,000	\$0
	Total		\$173,701	\$179,709	\$217,059

COMMUNITY PROMOTION PROGRAMS

Program Descriptions

Community Activity / Organization	Program / Activity Description
Admission Day Celebration–Alameda County Admission Day Celebration Committee	Activities in observance of the anniversary of California's admission to the Union on September 9, 1850.
Art Education and Exhibition Facility - Hayward Forum of the Arts/Sun Gallery	Provides two primary programs, the Art for Every Kid and the Sun Gallery exhibition series. The Art for Every Kid program offers educational programs tailored to the specific needs of the children and parents within the Hayward community. The Sun Gallery exhibition series provides Hayward residents the opportunity to experience a diverse variety of art throughout the year. Programs include: Tours for the Schools, Summer Art Day Camp and Wells Fargo scholarship, and Youth Art after school program. Exhibit examples include the Annual Children's Books Art illustrator and the Exhibits of local and historical interest. City funding will be used to pay for operating expenses, including employee services, insurance, office expenses, program supplies, etc.
Arts Promotion - Hayward Arts Council	Provides arts programs and events including local artist's exhibits in the City Hall Galleria and rotunda and the Green Shutter Gallery offers community programs in cooperation with the City such as Light-Up the Season; poetry readings; scholarship awards for talented youth, and a calendar of arts activities. City funding will be used to pay for operating expenses, including employee services, rent, scholarships, Gallery sales expenses, special events promotions, etc.
Cinco de Mayo / Mexican Independence Program - La Alianza de Hayward	Sponsorship of annual Cinco de Mayo (Battle of Puebla) celebration, as well as the September 16, Mexican Independence event. These events celebrate the culture and contributions of the Mexican and Mexican-American presence in the Hayward community through music, dancing, history, and culture. City funding will be used to pay for operating expenses, including employee services, office supplies, scholarships, etc.
Dr. Martin Luther King, Jr. Birthday Celebration	Annual Arts and Essay Contest for students and Citywide event to promote peaceful solutions to problems, including a fund raising and recruitment program for community participation. The planning committee who organizes the Arts and Essay contest, works closely with the Hayward Arts Council, Hayward Unified School District, Alameda County Office of Education, and the local branch of the NAACP. City funding will be used to pay for operating cost, including rent, printing, decorations and refreshments.
Fourth of July Celebration - South Hayward Lions Club	Sponsorship of Annual Independence Day Celebration. Activities include a pancake breakfast (free to veterans and senior citizens), a band concert, and entertainment for kids. City funding will be used to pay for vendor equipment rental, supplies, insurance, advertisement, and entertainment.
Hayward Concert Series - Hayward Municipal Band	Provides six free summer concerts at Hayward Memorial Park starting on Father's Day, Sunday, June 15, 2003 and continuing each Sunday through July 27, 2003. Two city employees started the Hayward Municipal Band in 1957. In addition to the 46 years of Sunday concerts in the park, the band has performed at many patriotic and community functions over the years. City funding will be used to pay for the six concerts at Hayward Memorial Park.
Hayward LGBTI Pride Celebration – Lighthouse Community Center	First annual event celebrating Hayward's gay community and is held in conjunction with the 7 th Annual East Bay Pride Festival. The event will take place in early September. Local non-profit agencies will host activities and games. There will be dancing and entertainment and umbrella tables set up for dining and conversation. The event is free and for all ages. City funding will pay operating cost, including employee services, rent, insurance, equipment, etc.

Hayward-Russell City Blues Festival – Bay Area Blues Society	This event celebrates local blues music and musicians and recognizes this music's contribution to the history and culture of Hayward and the East Bay. Current year's two day celebration is scheduled for July 12 th and 13 th . This year's celebration will be centered on the Year of the Blues. The event also includes a car show. City funding will be use to pay for operating cost, including musician fees, employee services, printing, sound, equipment rental, etc.
Hayward Shakespeare at the Plaza	The Hayward Shakespeare at the Plaza was formed to promote live theatre events to the youth in the City of Hayward. They partner with the City of Hayward Library, the Hayward Area Historical Society, the Hayward Art Council, and Chabot College. City funding will pay for operating costs, including performer's fees, equipment, printing, etc.
Hayward Volunteer Recognition and Awards Dinner – Volunteer Recognition and Awards Dinner Steering Committee	Recognition of outstanding volunteers from the Hayward community who contributed their time to benefit local human services, non-profit and other programs at an annual dinner held in October each year. Awards include the John N. Pappas Humanitarian Award, Mayor's Award, Volunteer of the Year, Commissioner of the Year, Hayward Lifetime Achievement Award and City Employee of the Year Award. All community groups in Hayward are encouraged to submit the names of the most active volunteers. City funding will pay for operating cost, including dinners, printing, photos, Pappas Award, etc.
Hayward Zucchini Festival	The Hayward Zucchini Festival provides an event for charities and local non-profit organizations to raise funds for their programs and to provide entertainment for the community. Throughout the twenty-years of operation, the festival has provided an excess of two million dollars to local non-profit organizations. City funding will pay for operating cost, including employee services, rent, equipment, entertainment, etc.
Memorial Day Service – Allied Veterans Memorial Day	Sponsorship of the Annual Memorial Day Observance at Lone Tree Cemetery, including participation by the Hayward Municipal Band.
Music Program – Youth Orchestra of Southern Alameda County	Comprehensive music program to augment elementary and secondary school instrumental music programs of Southern Alameda County and surrounding communities, by providing group instrumental instruction and symphonic orchestral experience. Groups range from a beginning string class for young children to an advanced orchestra for students up to their senior year in high school. Students of YOSAC have successfully conducted three concerts each year. City funding will pay for operating cost, including employee services, rental, office equipment, printing, etc.
Signature Concert Series – Pacific Chamber Symphony	Classical music education programs for Hayward elementary school students, including an annual "Concert for Kids" orchestra event. This event often features internationally known soloists. Teachers are provided supplemental materials prior to the event for in-class use and exploration of music history, composers, instruments and concert etiquette. "Classical Encounters" are in-school chamber assemblies for students in elementary schools, providing one-on-one interaction between musician and student. City funding will pay for employee services, rent, office supplies, insurance, etc.
Veteran's Day Observance – Veteran's Day Committee	Sponsorship of the annual Veterans Day Observance and Parade.